



GRAPHIC DESIGN DIPLOMA PROGRAM

As the world changes, so does the way we communicate. The future is visual and our Graphic Design program has evolved to encompass the diverse field of computer graphics and multimedia. Incorporating Graphic to convey messages is fundamental to business success. As a graduate of the program, you will have created a striking portfolio and obtained a comprehensive technical and artistic knowledge skill base that will assist you throughout your career.

PROGRAM OBJECTIVES

This portfolio oriented program will enhance your natural creativity through the acquired knowledge of various computer graphic software applications. You will learn the elements and techniques of digital video and audio editing, 2D animation, typography, photography, print, and illustration. Develop skills and expand your knowledge and understanding in Adobe Illustrator, InDesign, and Photoshop.

PROGRAM OVERVIEW (45 weeks)

3 semesters of 15 weeks

20 hours per week, 900 hours for full program

ADMISSION REQUIREMENTS

19 years of age or High School graduate

Working knowledge of the English language

Interview with Admissions Representative

EMPLOYMENT OPPORTUNITIES

Graphic Design Firms, Web Development Firms, Print and Graphic Design, Corporate Design, Marketing/Communications, Publishing

SEMESTER 1

Principles of Design..... (60 hrs)
Photoshop and Illustrator I (60 hrs)
Web Design I..... (45 hrs)
Typography I..... (30 hrs)
Photography I..... (45 hrs)
Design Theory..... (30 hrs)
Drawing/Illustration..... (30 hrs)

SEMESTER 2

Marketing Strategy..... (60 hrs)
Animation for Web..... (45 hrs)
Audio & Video Editing..... (45 hrs)
Typography II..... (30 hrs)
Photography II (45 hrs)
Photoshop II (30 hrs)
Web Design II..... (45 hrs)

SEMESTER 3

Advertising..... (60 hrs)
Editorial/Publication.....(60 hrs)
Mobile Application Design.....(30 hrs)
Digital Portfolio.....(30 hrs)
Photography III.....(45 hrs)
Package Design.....(45 hrs)
3D Design(30 hrs)

SEMESTER 1

PRINCIPLES OF DESIGN

Learn the basic elements and fundamental principles of design that are the starting points of all visual communication. Principles of composition, color, form and type will be explored using Adobe Indesign.

PHOTOSHOP AND ILLUSTRATOR I

Learn the tools and techniques to efficiently use Adobe Photoshop and Illustrator, programs required by the graphic and publishing industry. Use the computer to create illustrations, graphics, and layout design pages.

WEB DESIGN I

Learn HTML, CSS and Dreamweaver to produce interactive content for websites. Acquire knowledge related to visual language, composition and semiology. The latest techniques and tools for optimizing web and graphics will be examined.

TYPOGRAPHY I

Learn the history of type, from the advent of writing, through the development of typesetting, to the current technologies. Understand the fundamental principles of typographic design and the influence of font shape on legibility.

PHOTOGRAPHY I

Learn the history of photography and the fundamental principles of operating a camera to obtain the desired effect. Develop an understanding of light, speed, shutter and composition. Students will be introduced to the use of Photoshop in photography.

DESIGN THEORY

Develop your ability to analyze styles and trends through the exploration of

the major design movements and practitioners of the 19th and 20th Century.

DRAWING AND ILLUSTRATION

Learn freehand drawing, illustration and sketching skills required by all designers to display and present your creations. This course will provide students with the skills to create realistic and convincing visual illustrations of your design work.

SEMESTER 2

MARKETING STRATEGY

Expand your knowledge and understanding by exploring advanced elements and principles of design. Study the psychology of design and learn to conceptualize and create a branding plan from start to finish.

ANIMATION FOR WEB

Learn the fundamental principles of 2D animation, and see your designs come to life. Learn interactive aspects of animation and visual effects for developing banner ads and web design.

AUDIO & VIDEO EDITING

Develop an understanding of the principles, tools, techniques, and methods of video and audio editing. Learn the formats and standards of video and audio editing. Explore the synthesis and manipulation of frames and sound for web broadcast standards.

TYPOGRAPHY 2

Understand the psychological effects of different fonts as design elements.

Analyze trends and styles of type in print and computer designs.

PHOTOGRAPHY 2

Continue to enhance your understanding of the relationship between photography and design. Learn advanced lighting techniques, how to set up a studio shoot and image editing in Photoshop.

PHOTOSHOP 2

Learn how combining traditional drawing and illustration skills with Photoshop can create high end visual illustrations of your design work. This course explores advanced techniques and tools for the creation of images to be used as backgrounds, environments and all kind of graphics for web. In addition, this course explores concepts and techniques needed for digital rendering.

WEB DESIGN II

Explore Java and PHP. This course will emphasize how to design and create user interface for different platforms. The student will also understand and implement online payment systems

SEMESTER 3

ADVERTISING

Understand the role of advertising and marketing in society and create a complete advertising campaign.

EDITORIAL & PUBLICATION DESIGN

Explore advanced design techniques and concepts such as semiotics, information design and type styles

and systems to create compelling, readable magazines, books and newspapers. Learn to work with production considerations to ready your projects for commercial printing and digital publishing.

MOBILE APPLICATION DESIGN

Learn how to build, test, and launch a mobile application that works in different platforms and devices. Use techniques and tools to create interactive applications.

DIGITAL PORTFOLIO

Produce a digital portfolio using techniques of digital image manipulation, and interactive design. Self promote for your career in the graphic design profession.

PHOTOGRAPHY 3

Learn advance photojournalism skills. Prepare your work for display in your Portfolio. Understand how to interact with clients, how to critique and professionally present your work to clients.

PACKAGE DESIGN

This course emphasizes production techniques and format requirements to create professional quality media packaging.

3D DESIGN

Learn advanced 3D render techniques and tools. Using 3D software applications, students continue to develop their creative skills and personal style to create professional and convincing presentations.